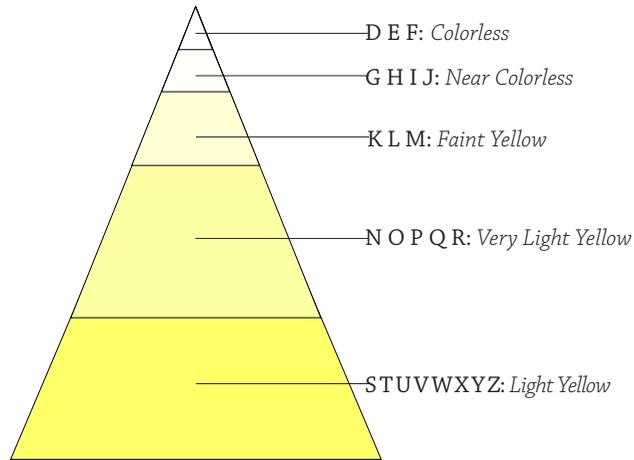


Carat Weight

The weight of a diamond is measured in "carats", with one carat equaling 0.20 grams, or 1/142 of an ounce. Each carat is comprised of 100 points, one half carat is 50 points, etc. Diamonds of the same weight can vary significantly in value depending on their color, clarity & cut.

Color

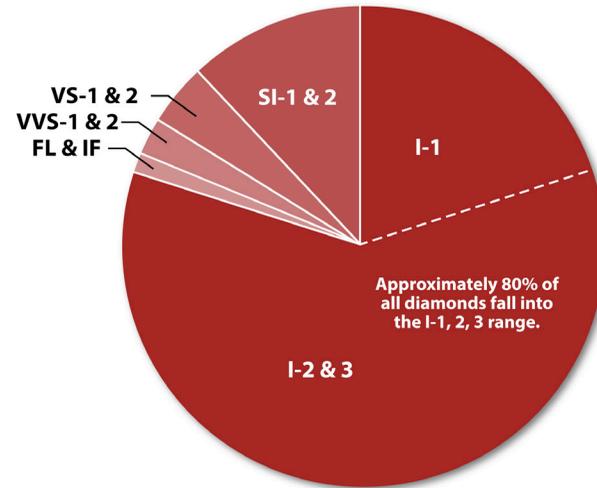
Though it rarely occurs, the best color for a diamond is no color. Less than 2% of all diamonds are colorless. As color tones become more apparent, the rarity & cost decrease.



A diamond's color is graded through the pavilion against a master set of stones by an experienced grader in a controlled environment. Transitions from one color grade to the next are minute & extremely difficult to detect.

Clarity

The clarity of a diamond is determined by the quantity & degree of internal birthmarks, called inclusions. *The better the clarity, the greater the rarity.*



- FL & IF**
F=Flawless; IF=Internally Flawless
No inclusions visible to an experienced grader using 10X magnification.
- VVS- 1 & 2**
VVS=Very Very Slightly Included
Contains minute inclusions that are difficult for even an experienced grader to see under 10X magnification.
- VS- 1 & 2**
VS=Very Slightly Included
Contains minute inclusions which can be seen with effort under 10X magnification.



- SI- 1 & 2**
SI=Slightly Included
Contains inclusions that are noticeable using 10X magnification & may be visible with the unaided eye.



- I- 1**
I=Included
Contains inclusions that are easily visible under 10X magnification & may affect transparency & brilliance.



- I- 2 & 3**
I=Included
Contains inclusions that are obvious under 10X magnification & may affect transparency & brilliance.



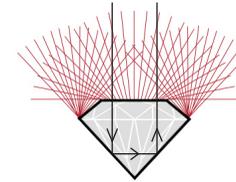
Cut

"Cut" or "make" of a diamond refers to the dimensions, not to its shape. It is the most important factor in determining a diamond's brilliance & beauty. Small dimensional differences have a dramatic effect on a diamond's reflection of light. The ideal cut is the standard used for all value comparisons.



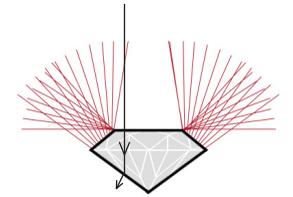
IDEAL MAKE

When a diamond is cut to ideal proportions, virtually all the light entering the stone is reflected through the table resulting in a spectacular display of brilliance & sparkle.



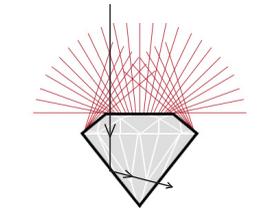
TOO SHALLOW

When a diamond is cut too shallow, brilliance is lost when light escapes out of the bottom. This then results in a watery appearance.



TOO DEEP

When a diamond is cut too deep, much of the light is reflected to opposite facets at the wrong angle and is lost through the side & bottom. The diamond may appear dark in the center and lifeless.



Proportions of an Ideal Cut

